

<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> ( Not for submission under 37 CFR 1.99)	Application Number		10802108
	Filing Date		2004-03-17
	First Named Inventor	Gary A. WILLIAMS	
	Art Unit	3623	
	Examiner Name	Boyce, Andre D.	
	Attorney Docket Number	4907-002	

U.S.PATENTS						
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	1	6658931		2003-12-09	Plumb et al.	
	2	6315569		2001-11-13	Zaltman	
	3	5963910		1999-10-05	Ulwick	
	4	5712985		1998-01-27	Lee et al.	
	5	7177831		2007-02-13	O'Shaughnessy et al.	
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	1	<del>Dent, Harry S., Jr. "The Roaring 2000s", Simon &amp; Schuster, 1998, pages 45-50.</del>	<input type="checkbox"/>
	2	<del>Frank, Robert J., George, Jeffrey P. and Narasimhan, Laxman, "When Your Competitor Delivers More for Less", The McKinsey Quarterly, 2004, Number 1, pages 49-59.</del>	<input type="checkbox"/>
	3	<del>Gladwell, Malcolm, "The Tipping Point", Little, Brown &amp; Company, 2000.</del>	<input type="checkbox"/>
	4	<del>Grove, Andrew S., "Only the Paranoid Survive", Currency Doubleday, 1996.</del>	<input type="checkbox"/>
	5	<del>Marn, Michael V., Roegner, Eric V., Zawada, Craig C., "Pricing New Products", The McKinsey Quarterly, 2003, Number 8, pages 40-49.</del>	<input type="checkbox"/>

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6	<del>Reppore, Don and Reppore, Martha, "One-to-One Marketing", Currency Doubleday, 1996.</del>	<input type="checkbox"/>
7	Denove, Chris and Power IV, James D., Satisfaction: How Every Great Company Listens to the Voice of the Customer, New York: Portfolio, 2006, pages 2-5.	<input type="checkbox"/>
8	Dorsey, Pat, The Five Rules for Successful Stock Investing, New Jersey: John Wiley & Sons, 2004, page 25.	<input type="checkbox"/>
9	Fornell, Claes G. "The Science of Satisfaction." Harvard Business Review 79.3 (2001): 120-121.	<input type="checkbox"/>
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11	Piedmont, Ralph L., The Revised NEO Personality Inventory, New York: Plenum Press, 1998, pages 57-58.	<input type="checkbox"/>
12	Porter, Michael E., Competitive Strategy, New York: The Free Press, 1980, pages 7-13.	<input type="checkbox"/>
13	Cramer, James. J., Jim Cramer's Real Money, New York: Simon & Schuster, 2005, page 239.	<input type="checkbox"/>
14	Town, Phil "Rule # 1", Chapter 4: Identify a Moat, pages 53-64, published by Crown Publishers, 2006.	<input type="checkbox"/>

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